

The claims defining the invention are as follows:

1. A method for delivering electronic messages from a sender to a recipient over a communications network, the method including:
 - 5 receiving an email message verification request from a recipient mail server;
 - verifying authorization of an email message, wherein verifying authorization of the email message includes generating a hostname using information in the email message transmission and querying a domain name
 - 10 server using the generated hostname; and
 - transmitting a verification result to the recipient mail server, wherein the verification result is valid when the generated hostname is successfully retrieved from the domain name server.
2. A method according to claim 1, further including:
 - 15 receiving a delivery request from a sender mail server, the delivery request including a recipient email address and a sender identification;
 - generating a unique identifier for the message from the sender to the recipient; and
 - storing a hostname on a domain name server based upon this unique
 - 20 identifier for email transmission authorization.
3. A method for delivering electronic messages from a sender to a recipient over a communications network, the method including:
 - receiving a delivery request from a sender mail server, the delivery request including a recipient email address and a sender identification;
 - 25 generating a unique identifier for the message from the sender to the recipient;
 - storing a hostname on a domain name server based upon this unique identifier for email transmission authorization;
 - receiving an email message verification request from a recipient mail
 - 30 server;
 - verifying authorization of an email message, wherein verifying authorization of the email message includes the extraction of the unique identifier generated for the sender from the received mail server and querying a domain name server based upon this unique hostname; and

transmitting a verification result to the recipient mail server.

4. A method according to claim 3, wherein verifying authorization of the email message includes retrieving the hostname from the domain name server.
5. A method according to claim 3 or claim 4, wherein the verification result
5 allows transmission of the email where first and second component values of the resolved hostname match with encoded values of the sender and recipient addresses respectively.
6. A method according to any one of claims 3 to 5, wherein the verification
10 result allows transmission of the email where the value of only a first component of the resolved hostname matches an encoded value of the sender address.
7. A method according to any one of claims 3 to 6, wherein the verification
result disallows transmission of the email where the hostname is not found in the domain name server, where first or second components of the resolved
15 hostname do not match encoded values of the sender or recipient addresses respectively, or where the first component value of the resolved hostname does not match the encoded value of the sender address.
8. A method according to any one of claims 3 to 7, further including adding
the sender to a list of allowed senders.
9. A method according to any one of claims 3 to 8, further including
20 providing the recipient control options for future correspondence received from the vendor.
10. A method according to any one of claims 3 to 9, further including
generating a database query to determine whether the recipient has opted out of receiving communications from the sender.
- 25 11. A method according to any one of claims 3 to 10, wherein the delivery request includes an identification of a sender email address and a recipient email address.
12. A system for delivering electronic messages from a sender to a recipient
over a communications network, the system including:
30 one or more processors;
one or more memories coupled to the one or more processors; and
program instructions stored in the one or more memories, the one or
more processors being operable to execute the program instructions, the
program instructions including:

receiving a delivery request from a sender mail server, the delivery request including a recipient email address and a sender identification;

5 generating a unique identifier for the message from the send to the recipient;

storing a hostname on a domain name server based upon this unique identifier for email transmission authorization;

receiving an email message verification request from a recipient mail server;

10 verifying authorization of an email message, wherein verifying authorization of the email message includes extraction of the unique identifier generated for the sender from the received mail server and querying a domain name server based upon this unique hostname; and transmitting a verification result to the recipient mail server.

15 13. A system according to claim 12, wherein verifying authorization of the email message includes retrieving the hostname from the domain name server.

14. A system according to claim 12 or claim 13, wherein the verification result allows transmission of the email where first and second component values of the resolved hostname match with encoded values of the sender and
20 recipient addresses respectively.

15. A system according to any one of claims 12 to 14, wherein the verification result allows transmission of the email where the value of only a first component of the resolved hostname matches an encoded value of the sender address.

25 16. A system according to any one of claims 12 to 15, wherein the verification result disallows transmission of the email where the hostname is not found in the domain name server, where first or second components of the resolved hostname do not match encoded values of the sender or recipient addresses respectively, or where the first component value of the resolved
30 hostname does not match the encoded value of the sender address.

17 A system according to claim 12 or claim 16, the program instructions further including adding the sender to a list of allowed senders.

18. A system according to any one of claims 12 to 17, the program instructions further including providing the recipient control options for future correspondence received from the vendor.
19. A system according to any one of claims 12 to 18, the program
5 Instructions further including generating a database query to determine whether the recipient has opted out of receiving communications from the sender.
20. A system according to any one of claims 12 to 19, wherein the delivery request includes an identification of a sender email address and a recipient email address.
- 10 21. A method of delivering electronic messages over a communications network substantially as herein described with reference to the accompanying drawings.
22. A system for delivering electronic messages over a communications
15 network substantially as herein described with reference to the accompanying drawings.